

## South Dakota Library Association

The South Dakota Library Association (SDLA) is a statewide organization representing libraries, library employees, library trustees, and library supporters. SDLA provides leadership and educational opportunities, and supports its members in meeting the challenges of providing quality library service to all South Dakotans.



# Sample Press Release

Here is a sample press release you can use or modify to help promote your school's participation in the South Dakota Children's Book Awards:

**Date:**  
**For Immediate Release**

### Students to Pick Book Award Winners

Students at **[Name of School]** will help decide the winners of the two South Dakota Children's Book Awards. Children in grades K-2<sup>nd</sup> will read and vote for books nominated to win the Prairie Bud Award. While third, fourth, and fifth graders will read books vying for the Prairie Pasque Award. Nominations are compiled by a committee of South Dakota librarians and educators who read and review every book to determine its appropriateness for the annual awards. Books are selected for their quality and potential popularity with children.

The reading of Prairie Bud and Prairie Pasque nominees officially begins in the fall with each new school year. Awards voting begins October 1 and concludes April 1. The student may cast a ballot for any book they have read or had read to them. K-2<sup>nd</sup> grade students may vote for any of the books they enjoyed reading and feel would be deserving of the Prairie Bud award. 3-5<sup>th</sup> grade students may vote for any of the books they have read by ranking them on a 3-point scale. Students can vote online at school, home or in the **[Name of Local Public Library]**. The South Dakota State Library tallies all votes and each award is given to the book receiving the most votes from across the state. Winning titles are announced during National Library Week in April.

The Prairie Pasque Award was first given in 1987 to Ivy Ruckman for her book, *Night of the Twisters*. Other winners include Phyllis Reynolds Naylor for *Shiloh*, David Pateneau for *Someone Was Watching*, and Louis Sachar for *Holes*. The Prairie Bud Award was created by the Prairie Valley Reading Council and has been given annually since 1998. Winners include *The Toll-Bridge Troll* by Patricia Wolff, *Rotten Teeth* by Laura Simms, and *Look-Alikes* by Joan Steiner. Books nominated for both the Prairie Bud and Prairie Pasque Awards are available at our school and public libraries. For more information, please contact **[Your Name and Phone Number/Email]**.

### South Dakota Library Association

729 South 33rd Street  
Spearfish, South Dakota 57783

Phone: 605-641-2079  
Email: sdlaest@gmail.com

